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EXAMINER
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BLACKMAN, ANTHONY J

ART UNIT	PAPER NUMBER
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2676

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5

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

10/023,377

Applicant(s)

EGAWA ET AL.

Examiner

ANTHONY J BLACKMAN

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 21 December 2001.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-24 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-24 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. §§ 119 and 120

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.  
a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 4. 6) ☐ Other: \_\_\_\_\_

## DETAILED ACTION

### *Specification*

1. The title of the invention is not descriptive. A new title is required that is clearly indicative of the invention to which the claims are directed.

The following title is suggested: DYNAMIC TEXTURE MAPPING OF TEXTURE MAPS ONTO THREE DIMENSIONAL OBJECTS FOR ADVERTISING TARGETED DEMOGRAPHICS WITH A CLIENT SYSTEM DISPLAY OVER A NETWORK.

### *Claim Rejections - 35 USC § 103*

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-23 are rejected under 35 U.S.C. 103(a) as being unpatentable over DISCOUNT et al, US Patent no. 6,012,066 in view of CARLIN, US Patent Application Publication No. 20020093538.

4. As per claims 1 and 23, examiner interprets DISCOUNT et al, US Patent No. 6,012,066 to suggest a method for providing targeted advertising during execution of an application for display on a client system, the method on a server system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35,

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column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), comprising the steps

of: gathering a plurality of advertising texture maps directed towards a demographic

(Figure 1a,

element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1,

lines 34-35,

column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13); and providing the

application to

a client system over a network (Figure 1a, element 10, and figure 8a, TemplateID

Industry –

Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and

column 8, line 34-column 9, line 13), wherein the client system is a member of the

demographic

(Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and

column 1,

lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13); even

though

advertising information is gathered for display during execution of the application

process DISCOUNT

et al, however, does not expressly discuss the following limitations as claimed:

assembling an application including a plurality of 3D objects and the plurality of

advertising texture maps, wherein the plurality of advertising texture maps are mapped

onto the plurality of 3D objects during execution of the application; and wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application. Examiner interprets CARLIN to suggest the limitations lacking in DISCOUNT et al, specifically, the "Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)", disclosing a method of "...interactive advertising... (abstract, line 22)" corresponding to the texture mapping as claimed. Therefore, CARLIN suggests the following; assembling an application including a plurality of 3D objects and the plurality of advertising texture maps (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184), wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184),; and wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184). It would have been obvious to one skilled in the art at the time of the invention to utilize at least the teaching for "Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)", disclosing a method of "...interactive advertising... (abstract,

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line 22)” of CARLIN to modify the “... computerized work flow system and computerized web site generation wherein “[T]he server instantiates a process having a plurality of activities as each activity is independently formed ... and tracks the activities (abstract, lines 4-7) ” that, for example provides targeted advertising/marketing data for client disposal of DISCOUNT et al because both inventions are directed towards targeted advertising effects.

5. As per claim 2, examiner interprets DISCOUNT et al as modified to meet limitations of claim 1, DISCOUNT et al also suggests the features of recited claim 2, “...providing the application for download by a client system over a network, wherein the client system is associated with the demographic (column 15, line 53-column 16, line 2)”.

6. As per claim 3, examiner interprets DISCOUNT et al as modified to meet limitations of claim 2, DISCOUNT et al also suggests the features of recited claim 3, “...wherein the network comprises any one of: a local area network; a wide area network; and a circuit switched network (column 5, lines 1-14 discloses at least both underlined features)”.

7. As per claim 4, examiner interprets DISCOUNT et al as modified to meet limitations of claim 1, DISCOUNT et al also suggests the features of recited claim 4, wherein an advertising texture map comprises any one of: a bitmap file; a JPEG file; a TIFF file; and a GIF file (column 35, lines 35-55 discloses the underlined feature).

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8. As per claim 5, examiner interprets DISCOUNT et al as modified to meet limitations of claim 4, DISCOUNT et al also suggests the features of recited claim 5, "...wherein the advertising texture map further comprises any one of: a logo representing the advertiser; text representing the advertiser; a person representing the advertiser; and an image representing the advertiser (column 9, lines 13-24, column 12, lines 36-45 and column 35, lines 35-55, at least suggest the underlined features)".

9. As per claim 6, examiner interprets DISCOUNT et al as modified to meet limitations of claim 1, DISCOUNT et al does suggests further comprising the step of:

periodically providing to the client system over the network a plurality of advertising texture maps directed towards the demographic of the client system (column 10, line 50-column 11, line 22) and during the execution of the application (column 10, line 50-column 11, line 22), however, does not expressly teach

wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application. CARLIN suggests wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

10. As per claims 7 and 15, examiner interprets DISCOUNT et al, US Patent No. 6,012,066 to suggest a

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Method for providing targeted advertising during execution of an application

for display on a client system, the method on a server system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), comprising the steps:

periodically receiving from a third party over a network a plurality of advertising textured data/information directed towards a demographic of the client system (column 8, line 28-column 9, line 34), however, DISCOUNT et al does not expressly teach the following limitations as recited in their entirety including the texture mapping processing; mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application; wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

Examiner interprets CARLIN to suggest the limitations lacking in DISCOUNT et al, specifically, the “Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)”, disclosing a method of “...interactive advertising... (abstract, line 22)” corresponding to the texture mapping as claimed. Therefore, CARLIN suggests the following; mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184); wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the



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application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

It would have been obvious to one skilled in the art at the time of the invention to utilize at least the teaching for “Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)”, disclosing a method of “...interactive advertising... (abstract, line 22)” of CARLIN to modify the “...computerized work flow system and computerized web site generation wherein “[T]he server instantiates a process having a plurality of activities as each activity is independently formed ...and tracks the activities (abstract, lines 4-7) ” that, for example provides targeted advertising/marketing data for client disposal of DISCOUNT et al because both inventions are directed towards targeted advertising effects.

11. As per claims 8 and 16, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7, DISCOUNT et al does suggests “...wherein the network comprises any one of:

a local area network; a wide area network; and a circuit switched network (column 5, lines 1-14 discloses at least both underlined features)”.

12. As per claims 9 and 179, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7, DISCOUNT et al does suggests “...wherein an advertising texture map comprises any

one of: a bitmap file; a JPEG file; a TIFF file; and a GIF file (column 35, lines 35-55, at least suggest the underlined feature).

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13. As per claims 10 and 18, examiner interprets DISCOUNT et al as modified to meet limitations of claim 9, DISCOUNT et al does suggests "...wherein an advertising texture map further comprises

any one of: a logo representing the advertiser; text representing the advertiser; a person representing the advertiser; and an image representing the advertiser (column 9, lines 13-24, column 12, lines 36-45 and column 35, lines 35-55, at least suggest the underlined features)".

14. As per claims 11 and 19, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7, DISCOUNT et al does suggests further comprising the step of: periodically providing to the client system over the network a plurality of

advertising texture maps directed towards the demographic of the client system (column 10, line 50-column 11, line 22) and during the execution of the application (column 10, line 50-column 11, line 22), however, does not expressly teach wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application. CARLIN suggests wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

15. As per claims 12 and 20, examiner interprets DISCOUNT et al as modified to meet limitations of claim 11, DISCOUNT et al does not expressly teach further comprising a step before the receiving step

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of: mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application. CARLIN suggests comprising a step before the receiving step

of: mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

16. As per claims 13 and 21, examiner interprets DISCOUNT et al as modified to meet limitations of claim 11, DISCOUNT suggest gathering information regarding the demographic of the client system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13);

selecting from the plurality of advertising texture maps a plurality of advertising texture maps determined to correspond to the demographic of the client system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), however, does not expressly teach 3d mapping means. CARLIN suggests mapping the selected plurality of advertising texture maps onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

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17. As per claims 14 and 22, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7, DISCOUNT et al does not expressly teach "... wherein the step of mapping includes: mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application, wherein any one of the following texture mapping methods are used: planar projection; box projection;

cylindrical projection; spherical projection; and shrink projection. It would have been obvious to one skilled in the art at the time of the invention that the mapping and texturing and modeling means of CARLIN bears similar results to the features as claimed (abstract, lines 17-22 and section 0245).

18. Claim 24 is rejected under 35 U.S.C. 103(a) as being unpatentable over VOLK et al, US Patent No. 5,673,401 in view of DISCOUNT et al, US Patent No. 6,012,066 and further in view of CARLIN, US Patent Application Publication No. 20020093538.

19. As per claim 24, examiner interprets VOLK et al to meet limitations of claim 24 as recited, "a set-top box for providing targeted advertising to a client/networking system (figures 1 and 2 and column 9, lines 46-60 and column 13, line 31-column 14, line 8), however, does not expressly teach the following recited claim limitations comprising an application that presents a plurality of 3D objects and a plurality of advertising texture maps,

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wherein the advertising texture maps are directed towards a demographic of the client system and wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application; and

a network connection to a third party,

wherein advertising texture maps directed towards the demographic of the client system are periodically received from the third party via the connection and

wherein the plurality of advertising texture maps are mapped onto the plurality of objects during execution of the application.

Examiner interprets DISCOUNT et al to suggest the means of a plurality of advertised/displayed features during the execution of the application (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), wherein the advertising texture maps are directed towards a demographic of the client system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), a network connection to a third party, wherein advertising texture maps directed towards the demographic of the client system are periodically received from the third party via the connection during the execution of the application(Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), however, does not expressly teach texture mapping and 3d objects. CARLIN suggests the 3d objects and 3d objects

corresponding to the texture mapping means (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

It would have been obvious to one skilled in the art at the time of the invention to utilize at least the teaching for “Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)”, disclosing a method of “...interactive advertising... (abstract, line 22)” of CARLIN to modify the “...computerized work flow system and computerized web site generation wherein “[T]he server instantiates a process having a plurality of activities as each activity is independently formed ...and tracks the activities (abstract, lines 4-7) ” that, for example provides targeted advertising/marketing data for client disposal of DISCOUNT et al because both inventions are directed towards targeted advertising effects. Further still, DISCOUNT et al as modified do not expressly teach the set-top box means, however, teach targeted advertising collection and display methods of 3d and texture mapped displays over a network. It would have been obvious to one skilled in the art at the time of the invention to utilize the DISCOUNT et al as modified teachings to modify the set-top box teaching of VOLK et al to enable users greater customization/control to “...produce versatile interfaces for application and content (abstract, lines 14-16).

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## Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANTHONY J BLACKMAN whose telephone number is 703-305-0833. The examiner can normally be reached on FLEX SCHEDULE.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, MATTHEW BELLA can be reached on 703-308-6829. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9314.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

**ANTHONY J BLACKMAN**  
Examiner  
Art Unit 2676

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*[Handwritten signature]*  
 BOARD OF TRUSTEES  
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 COUNTY OF LOS ANGELES